OFFICIAL SWEEPSTAKES RULES

OFFICIAL RULES–NO PURCHASE NECESSARY. LIMITED TO SMOKERS 21 YEARS OF AGE OR OLDER. Complete the smokers' survey, provide your name, address with ZIP code, telephone number and date of birth and sign the survey. To receive an official entry form by mail, print your complete name and address, including ZIP code and birth date on a 3" x 5" piece of paper and mail to: **MARLBORO Gear Sweepstakes**, P.O. Box 6014, Melville, NY 11775-6014. Limit one request per envelope. Requests must be received by May 30, 1995.

To enter the Grand Prize drawing, detach your completed survey along the perforation and mail to: **MARLBORO Gear Sweepstakes**, P.O. Box 362938 Des Moines, IA 50381-2938. Entries must be received by June 30, 1995. Entries must be submitted individually; photocopies, facsimiles and other reproductions not accepted. No responsibility is assumed for lost, illegible, incomplete, misdirected or late entries by mail. PHILIP MORRIS INCORPORATED does not assume responsibility for typographical or other errors in the printing of the offer, or administration of the sweepstakes or in the announcement of the prizes. All entries become the property of PHILIP MORRIS INCORPORATED and will not be returned.

A random drawing will be held on or about August 1, 1995 from among all complete, legible entries received. *Two hundred fifty Grand Prizes consisting* of one of each item offered in the **1995 Marlboro Gear Catalog** will be awarded. The prize includes: Cap, Three T-Shirts, Lighter, Waist Pack, Sweatshirt, Back Pack, Poker Set, Signature Jacket, Roller Bag, *Radio/Lantern, Hammock, Down Coat, Heater/Cooler, Camera, CD Player, and* Boots. Total approximate retail value of prize package is $1,020.00. All prizes will be awarded. Odds of winning will depend on the number of eligible entries received. Drawing will be conducted by an independent judging organization whose decisions on all matters relating to this sweepstakes will be final. Winners will be notified by certified mail. Prizes are nonTransferable; no substitutions allowed. Cash equivalents may be provided at the sole discretion of PHILIP MORRIS INCORPORATED. Winners will be responsible for payment of any federal, state or local taxes. Winners will be required to verify address and execute an affidavit of eligibility and liability/publicity release within 14 days of notification or alternate winners will be selected.

PHILIP MORRIS INCORPORATED and its agencies assume no responsibility or liability for damages, losses or injury resulting from acceptance or use of prizes. PHILIP MORRIS INCORPORATED makes no express warranty, guaranty or representation of any kind concerning prizes and disclaims any implied warranties. By accepting prizes winners grant PHILIP MORRIS INCORPORATED the right to use winners' names and likenesses in the promotional activities relating to this sweepstakes without further notification to, permission from or compensation to the winners, except where prohibited by law.

Sweepstakes open to U.S. residents who are smokers 21 years of age or older at the time of entry. Employees and their families of PHILIP MORRIS INCORPORATED, its affiliates, advertising agencies, Don Jagoda Associates *and other agents are not eligible. Subject to all federal, state and local laws* and regulations. **VOID IN MICHIGAN AND MASSACHUSETTS AND WHEREVER ELSE PROHIBITED.**

For the names of the winners, send a stamped, self-addressed envelope to: "MARLBORO Gear Sweepstakes" Winners, P.O. Box 6001, Melville, NY 11775-6001. Available after September 1, 1995.

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